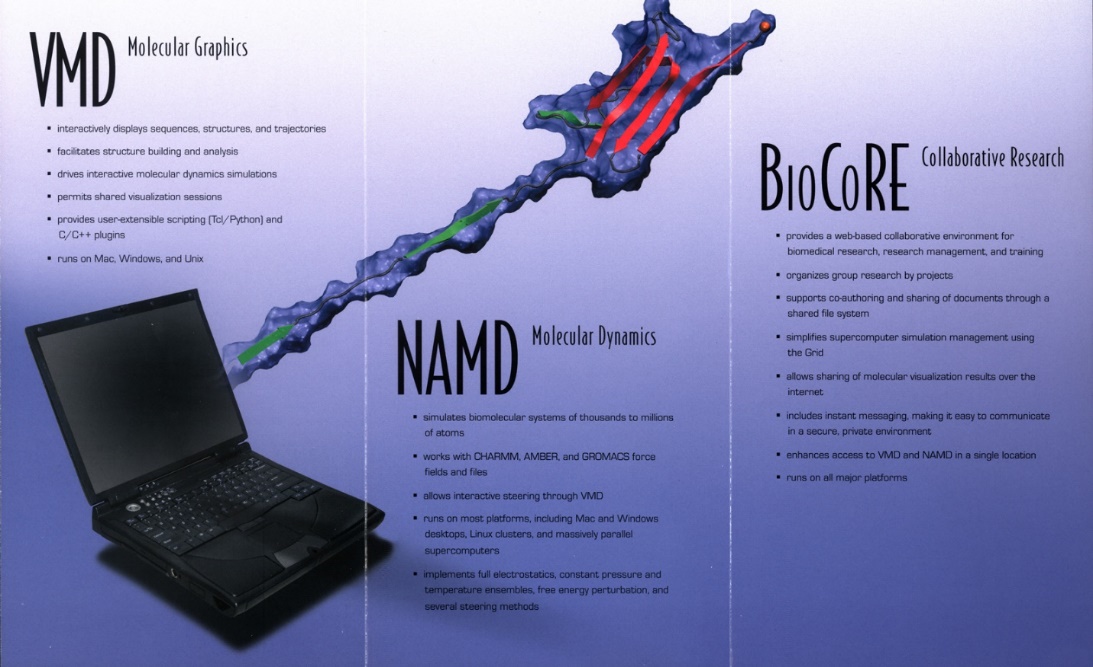
Brochure 1



**Contrast**: This brochure uses a blue background with black text, which allows the text to stand out without being too flashy. Also, a graphic with blue and green color is in the middle of the brochure, this helps it to stand out and really grab your attention.

**Repetition**: The brochure uses repetition by having the titles large with bullet points underneath. The only thing I do not like is how the title “BioCoRE” has some letters capitalized while others are not.

**Alignment**: Every heading is aligned towards the left of the panel, and the bullet points are aligned underneath.

**Proximity**: The brochure has all of the descriptive text underneath the headings.

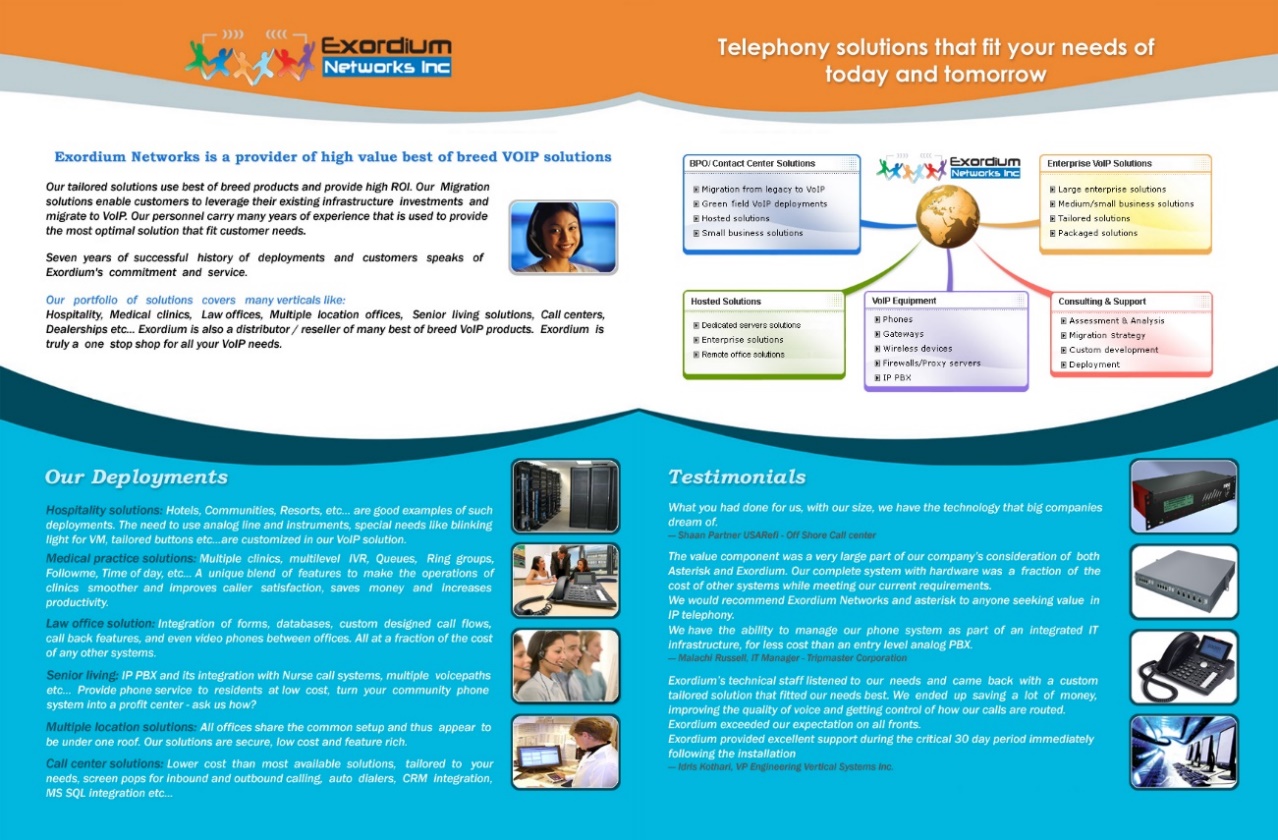
**Purpose**: The purpose is to advertise a computer program that can allow you to do more things on your computer.

**Audience**: The audience is tech-savvy individuals who know a lot of information about computers.

**Genre**: The genre is a brochure.

**Engagement**: The company is able to advertise their product and inform people of its features.

Brochure 2



**Contrast**: The brochure uses black text where there is a white background, white text where there is a blue background which allows the text to be easily read and the brochure visually pleasing. Also, the headings are a different color from the text, which allow them to stand out as well.

**Repetition**: At the bottom of the brochure, all of the headings are a deep blue while the text underneath them are white. At the top, the headings are a bright blue while the supporting text is black.

**Alignment**: All of the text is aligned to the left, and all of the pictures are aligned to the right and directly underneath/above each other.

**Proximity**: The general information of the brochure is at the top, while the more detailed information is towards the bottom of the brochure.

**Purpose**: The purpose of the brochure is to inform customers of the products and services that this company has to offer.

**Audience**: The audience that this brochure is intended for is adults.

**Genre**: The genre is a brochure.

**Engagement**: The company is able to advertise their product and inform potential customers of their services.

Brochure 3



**Contrast**: This brochure uses an array of bright and vibrant colors along with bright pink headings that allow the information to really stand out and grab your attention. Also, the use of a yellow background helps to make any text color to stand out.

**Repetition**: The brochure uses bright pink and bolded headings with black text underneath and uses many different graphics that pertain to film and filmmaking.

**Alignment**: Majority of the graphics are aligned vertically with one another. Also, all of the text is aligned to the left of the panels and vertically aligned with the other text.

**Proximity**: The main title is at the top of the brochure, and the date, location, and general information are all on the same page.

**Purpose**: The purpose is to inform film makers or those interested in making film of an event that they will enjoy.

**Audience**: The audience is film makers or those interested in making films.

**Genre**: The genre is a brochure.

**Engagement**: The company/organization is able to advertise an event.